

EC'd Yes Last Received: 10/19/2012 2:40 PM

Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1257 Agency C/P1/P2/E 11/27/1257
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005
Fax# Hiatus Weeks Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU	1045P-11P	SPORTSWRAP M-F/AVG.	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	

Rating: 2.5

---REPORT TOTALS---

Report Totals: 20 / \$11,600.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$7,720.00 Nov 12: 8 / \$3,880.00
Sales Totals: 20 / \$11,600.00
Station Totals: 20 / \$11,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$386,667 CATV 0% WAVY 31% WGNT 1% WPXV 0% WTKR 18%
WTVZ 0% WVBT 3% WVEC 47%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE